



Dear Friend,

We are excited to be celebrating the 15th Anniversary Crossroads Trail Run on June 15, 2024! The Crossroads Trail Run is Door County's original trail run. It supports cross-generational recreation, mind and body well-being inspired by nature, and resilient living in our community. Each year 400-500 participants enjoy a beautiful June morning on Crossroads trails. This beloved event couldn't happen without our devoted volunteers, enthusiastic participants, and generous sponsors.

This year, to mark our 15th anniversary, The Cordon Family Foundation has agreed to match donations from new sponsors, dollar-for-dollar, up to \$15,000. Already a Trail Run Sponsor? If you increase your sponsorship from last year, The Cordon Family Foundation will also match that! This is a great way to leverage your giving and to support Crossroads.

As a 2024 Crossroads Trail Run sponsor, your support will be advertised in several ways, depending upon your sponsorship level (see back). Sponsors will be listed on our website, on banners at the start/finish line, and on our official bag flyer. With a donation of \$350 or more received by May 20, 2024, you will be included on this year's event t-shirt. The Trail Run is publicized through social media, radio, newspaper, and on running event calendars throughout the region, state, and nation. All sponsors will be listed by level in the annual Crossroads donor edition newsletter distributed in the fall.

We invite you to help promote healthy living in Door County by being a Crossroads Trail Run sponsor.

SPONSOR INFORMATION

(See level descriptions on the back.)

15th Annual Crossroads Trail Run • June 15, 2024

BUSINESS & MAIN CONTACT

ADDRESS STATE ZIP

EMAIL PHONE

SPONSOR LEVEL SPONSORSHIP AMOUNT

- YES, please match my/our new or increased sponsorship with The Cordon Family Foundation gift!
Check enclosed. Please make checks payable to Crossroads Trail Run, PO Box 608, Sturgeon Bay, WI 54235
Please send me an invoice.
Pay/register online. Complete your sponsorship registration and securely pay online at www.crossroadsrun.com.



PO Box 608, 2041 Michigan St., Sturgeon Bay, WI 54235

SPONSORSHIP LEVELS



New and increased sponsorships in 2024 will be matched dollar-for-dollar by
The Cordon Family Foundation!

PRESENTING SPONSOR

\$3200 +

- **Large logo** on t-shirt
- six free race entries and race t-shirts
- newspaper advertisement
- radio talk show announcement
- logo on website, poster, and winter Ski-for-Free banner
- promotional signage at starting line, refreshment booth, ditty bag flyer and Crossroads' donor edition newsletter;
- signage at water station on the course.

MAJOR SPONSOR

\$1500-\$3199

- **Medium logo** on t-shirt
- four free race entries and race t-shirts
- newspaper advertisement
- radio talk show announcement
- logo on website, poster, and winter Ski-for-Free banner
- promotional signage at starting line, refreshment booth, ditty bag flyer and Crossroads' donor edition newsletter

SUPPORTING SPONSOR

\$750-\$1499

- **Name** on t-shirt
- two free race entries and race t-shirts
- newspaper advertisement
- radio talk show announcement
- logo on website, poster, and winter Ski-for-Free banner
- promotional signage at starting line, refreshment booth, ditty bag flyer and Crossroads' donor edition newsletter

MAPLE TREE SPONSOR

\$350-\$749

- **Name** on t-shirt
- two race t-shirts
- name on website and winter Ski-for-Free banner
- promotional signage at starting line, refreshment booth, ditty bag flyer and Crossroads' donor edition newsletter.

DOGWOOD SPONSOR

\$100-\$349

- One race t-shirt
- name on website and winter Ski-for-Free banner
- promotional signage at starting line, refreshment booth, ditty bag flyer and Crossroads' donor edition newsletter.



CROSSROADS TRAIL RUN TEAM

Bob Desotelle	Nick Lutzke
Luann Desotelle	Morgan Rusnak
Colleen Elliott	Kathy Saladin
Laurel Hauser	Gretchen Schmelzer
Samantha Koyen	Deb Whitelaw-Gorski
Matt Luders	Jim Maki (Emeritus)

*The earlier your sponsorship is received, the more recognition you get.
 Sponsorship must be received by May 20 to be included on the t-shirt.*

Every level includes our gratitude!

THANK YOU!

For questions about sponsorship,
 please contact:

Morgan Rusnak

Race Director Crossroads Trail Run
 262.853.5545
 mcrusnak@gmail.com
 www.crossroadsrun.com